

Message Text

UNCLASSIFIED

PAGE 01 WARSAW 01888 061212Z

50

ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 DRC-01 RSC-01 /039 W

----- 120439

R 051428Z APR 74 ZFG

FM AMEMBASSY WARSAW

TO USDOC WASHDC

INFO SECSTATE WASHDC 8447

RUFHAUJXAMENBASSY VIENNA 2780

AMEMBASSY BELGRADE

AMCONSUL ZAGREB

UNCLAS WARSAW 1888

E.O. 11652: N/A

TAGS: BEXP, PL

SUBJECT: U.S. BIOMEDICAL EQUIPMENT TRADE MISSION

VIENNA FOR EWTC

COMMERCE FOR OIM AND BEWT-KRAMARIC FROM DONOHUE

REF: WARSAW 1113

1. MISSION TERMINATED WEDNESDAY APRIL 3 WITH MOST MEMBERS HAVING COMPLETELY FULFILLED THEIR OBJECTIVES. RESEARCH SHOWING UNUSUALLY GOOD MARKET FOR AMERICAN BIOMEDICAL PRODUCTS VALIDATED WITH ALL MEMBERS AGREEING ON POTENTIAL AND WITH INTENT TO FOLLOW UP. COMPLEXITY AND PATIENCE REQUIRED FOR SELLING IN POLAND UNDERSTOOD.

2. INTRODUCTORY MEETING AND TALKS AT TRADE DEVELOPMENT CENTER WARSAW DREW OVERFLOW CROWD. GREAT INTEREST IN PRODUCTS OF GENERAL SCIENCE, MEDTRONIC AND SEARLE MEDIDATA. HIGHLIGHT OF FIRST DAY WAS EXCELLENT MEETING WITH FOREIGN TRADE ENTERPRISE VARIMEX.

3. RECEPTION AT AMBASSADOR'S RESIDENCE SUCCESSFUL WITH NUMBER OF INFLUENTIAL BUYERS PRESENT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 WARSAW 01888 061212Z

4. HIGHLIGHT OF VISIT WAS SALE OF \$100,000 BY SUCI.

(EMBASSY COMMENT: ALTHOUGH USCI CONTRACT WAS UNEXPECTED, USCI REPRESENTATIVES FROM VIENNA HAD BEEN WORKING ON IT OVER PAST YEAR, AND THEREFORE IT CANNOT BE CONSIDERED AS AN IMMEDIATE SALE). MEDTRONIC REPLACING SWEDISH FIRM WITH THEIR PACEMAKERS AND SEE PROSPECTS OF ONE MILLION DOLLARS IN SALES IN NEXT 12 MONTHS. MEDTRONIC ALSO EXPLORING POSSIBILITIES FOR COOPERATION WITH POLISH MEDICAL EQUIPMENT INDUSTRY.

5. ENTIRE MISSION MET WITH DIRECTOR KAZIMIERZ GOBIEC, DIRECTOR OF THE MEDICAL TECHNOLOGY AND PHARMACOLOGY DEPARTMENT OF THE MINISTRY OF HEALTH, THANKED HIM AND THE MINISTRY FOR SUPPORT DURING THE VISIT AND PRESENTED HIM WITH SALK MEDAL.

6. CONTROL OFFICER JOHNSON AND DIRECTOR MET WITH JERZY ZELISLAWSKI, DIRECTOR OF FOREIGN RELATIONS FOR POLISH CHAMBER OF FOREIGN TRADE, WHO EXPRESSED OPINION THAT MISSIONS SHOULD FEATURE WELL-QUALIFIED SPEAKER WHO COULD DESCRIBE THE HIGH TECHNOLOGY IN THE FIELD. THIS TO BE FOLLOWED WITH INDIVIDUAL APPOINTMENTS. DISCUSSED POSSIBILITY OF TYING MISSIONS INTO POLISH CHAMBER OF FOREIGN TRADE SPONSORSHIP.

7. BECAUSE OF HARD-CURRENCY SHORTAGE, POLES REPEATEDLY EMPHASIZED DESIRABILITY OF COOPERATION.

8. EMBASSY COMMENTS (NOTE: WHILE SUBSTANCE OF THESE COMMENTS WAS DISCUSSED WITH MISSION DIRECTOR, THIS PORTION OF MESSAGE WAS NOT CLEARED WITH DIRECTOR BEFORE HIS DEPARTURE FROM WARSAW: FROM OUR BRIEFING SESSIONS WITH MEMBERS OF THIS MISSION, WE CAN ONLY CONCLUDE THAT MOST MEMBERS LEFT WASHINGTON WITH FAR TOO LITTLE UNDERSTANDING OF HOW TO APPROACH THE POLISH MARKET OR WHAT TO EXPECT FROM A TRADE MISSION VISIT HERE. WHILE THE RESULTS HAVE BEEN GOOD AND, ULTIMATELY, MEMBERS WERE HAPPY GENERALLY BOTH WITH THEIR INTRODUCTION TO THIS MARKET AND WITH THE POTENTIAL IT OFFERS, EMBASSY OFFICERS SPENT TWO LENGTHY AND SOMETIMES STORMY SESSIONS WITH MISSION MEMBERS DURING THE WEEKEND OF THEIR ARRIVAL COVERING ISSUES THAT OUGHT TO

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 WARSAW 01888 061212Z

HAVE BEEN DISCUSSED IN WASHINGTON BRIEFINGS.

9. WE BELIEVE MOST IMPORTANT GAP IN MISSION BRIEFING WAS LACK OF PREPARATION FOR DEALING WITH CENTRALIZED INDUSTRY IN WHICH CONTACTS WITH END-USERS, WHILE BOTH POSSIBLE AND NECESSARY, TEND TO HAVE LITTLE PRACTICAL SIGNIFICANCE UNTIL SEVERAL LAYERS OF GOVERNMENT AND INDUSTRY BUREAUCRACY HAVE BEEN CAREFULLY TRAVERSED. THIS IS A TIME-CONSUMING

BUT ESSENTIAL PROCESS WHICH FOR THOSE MISSION MEMBERS WHO
ENDURED IT PROVED ENLIGHTENING.

10. WE LEARNED ONLY AFTER THE MISSION-S ARRIVAL THAT ONE
DAY HAD BEEN CUT FROM THE SCHEDULE CONTAINED REFTEL.
FORTUNATELY THE DIRECTOR OF THE POLISH-AMERICAN CHILDREN'S
HOSPITAL IN KRAKOW (WHO HAD PREPARED A FULL-DAY PROGRAM
FOR THREE OF THE MISSION FIRMS) AND THE OTHER INDIVIDUALS
WITH WHOM WE HAD ARRANGED APPOINTMENTS FOR MISSION
MEMBERS PROVED UNDERSTANDING. HOWEVER, EMBASSY MUST BE
KEPT MORE CLOSELY ADVISED OF SCHEDULE CHANGES FOR MISSIONS
WHICH MAY VISIT POLAND IN THE FUTURE. END COMMENTS.
DAVIES

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974WARSAW01888
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740078-0523
From: WARSAW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740461/aaaacdvc.tel
Line Count: 128
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: WARSAW 1113
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 24 MAY 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 MAY 2002 by bryansd0>; APPROVED <28 MAY 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: U.S. BIOMEDICAL EQUIPMENT TRADE MISSION VIENNA FOR EWTC
TAGS: BEXP, PL
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005